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**CONNEXUS CREDIT UNION WINS THREE 2023 CUNA
DIAMOND AWARDS FOR EXCELLENCE IN MARKETING**

Wausau, Wis. (April 17, 2023) – Connexus Credit Union was honored with three Diamond Awards at the 2023 Credit Union National Association (CUNA) Marketing and Business Development Conference in Orlando, Florida. In addition to winning Diamond Awards for Email, Non-Commercial Video, and Internal Marketing Recognition Campaign, Connexus also earned the title of Category's Best for Email.

From strategy to launch, Connexus produced and managed its award-winning marketing assets entirely in-house. Senior Vice President of Marketing Heather Ristow credits a commitment to collaboration, innovative thinking, and seasoned talent as factors that contributed to the organization's win.

"Connexus is incredibly fortunate to have a talented team of in-house creative professionals who possess a deep understanding of our members, the complex journey to financial wellbeing, and the credit union industry at large," stated Ristow. "Our team's strategic thinking and collaborative spirit led the way in the creation of compelling and impactful marketing assets that resonated not only with our members, but with the CUNA Council and industry creative peers as well."

The most prestigious annual credit union marketing competition, the CUNA Diamond Awards recognize and reward creative excellence, strategy, and results. In this year's competition, CUNA received nearly 1,250 Diamond Award submissions in 36 categories from credit unions across the country. Connexus' creative work was judged against submissions from credit unions with over \$1 billion in assets, the largest asset category of the competition. More information about the awards and a complete list of 2023 winners can be found on the [CUNA website](#).

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About Connexus Credit Union – With more than 670 employees serving more than 445,000 members across all 50 states, Connexus is a member-focused cooperative with over \$5.2B in assets. Connexus is proud to provide high yields for checking accounts and deposit products, as well as an industry-leading Digital Banking experience and competitive rates for personal, home, and auto loans. The Wausau, WI-based credit union has been nationally recognized for excellence by Forbes, CNN Money, NerdWallet, Kiplinger, and Bankrate. Connexus is committed to being a nationally relevant, trusted credit union, providing exceptional experiences and fostering prosperity for those it serves.